



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 123

October-November 1964



ASSISTANT SECRETARY Dorothy Jacobson, Attache Robert Anderson (right), and Assistant Attache Elmer Winner (center) chat with two Britishers on opening day, October 5, of Processed Foods Exhibit at London Trade Center.

ATTACHES TO MEET IN BEIRUT

Expanding U.S. agricultural exports will be the theme of an agricultural attache conference scheduled for November 19-24 in Beirut.

All attaches posted in Africa and the Middle East, attaches from three southern European posts, seven discussion leaders from FAS/Wash, and several Senators, Congressmen, and committee staff members are expected to attend the meeting.

Dorothy Jacobson, Assistant Secretary for International Affairs, is scheduled to address the group at an opening day dinner. C. R. Eskildsen, Associate Administrator, will be chairman of the conference.

Attaches attending will be: Loyd Adcock (Ankara), Tim Engebretson (Tehran), Donald

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TRANSFERS ABOUND

Jim Boulware (James H.) with longtime service in Tokyo, Rangoon, and Canberra, and more recently Far East area officer, leaves here November 20 to be attache in New Delhi.

Down south of the Equator, Jerry Kuhl (Jerome M.) will be transferring in late November from Santiago to Rio, succeeding Ford Milam as attache in Brazil.

And, to complete the play, Wally Rowan (Waldo), former assistant attache in Ankara and Madrid, and of latter months with Program Development Division, is slated to be attache in Chile.

Then, back up north, David Schoonover has arrived in Moscow to succeed Keith Severin, as assistant attache. David has been an agricultural economist with FAS since 1961. He's a University of Illinois alum (BS and MS).

(Conference)

L. MacDonald (Beirut), Volorus Hougen (Tel Aviv), Jim Hutchins (Cairo), Bill Hatch (Nairobi), Joe Williams (Salisbury), Paul Ferree (Leopoldville), Ed Bell (Pretoria), Dan Brady (Lagos), Dudley Williams (Monrovia), Gordon Loveless (Rabat), Henry Baehr (Vienna), Don Motz (Athens), and Clyde Keaton (Belgrade).

Discussion leaders from FAS/Wash will be Tom Street (Program Development), Kenneth McDaniel (Management), Jim Howard (Trade Projects), Dick DeFelice (Int'l Trade), Philip Shapiro (Ass't to the Administrator), Wilhelm Anderson (ERS), and Afif Tannous (Africa and Mideast Area Officer). Afif left October 20 for a pre-conference swing to Lagos, Leopoldville, Pretoria, Salisbury, and Nairobi.

Major conference talks and discussions will be keyed to:

- U.S. agricultural situation and policy with respect to foreign agricultural trade,
- International trade policy and problems,
- Problems and trends of trade in the area,
- P.L. 480 programs in the area,
- Market development programs,
- Post-by-post reports on markets for U. S. agricultural products,
- Reporting requirements of the attaches, and administrative matters.

Papers prepared ahead of time by the discussion leaders and by the attaches are expected to form the basis for a special issue of Foreign Agriculture magazine.

THUROCZY JOINS FAS

Nicholas M. Thuroczy (pronounced Turótsy) has joined FAS as director of the Trade Policy Division, International Trade.



The new director, of Hungarian descent, is an alumnus of McGill University (Canada) and has a PhD from the University of California (Berkeley). Dr. Thuroczy has been with USDA since 1957, serving successively in AMS research, as head of ERS's Grains and Feeds Section, and as chief of ERS's Fibers and Grain Branch.

ON THE AIR

Several FASers took to the air in October. Interviews taped by USDA's Radio and TV Service included talks about record exports with Bob Bieber (rice), Koy Neeley (feedgrains), and Walter Sikes (soybeans). John Ginn discussed meat marketing prospects in Germany.

And Attache Clayton Whipple spent part of his home leave from Brussels telling the home front about agricultural marketing successes in Belgium, which he says does more import buying per capita than any other country.



LIKE THE MONSOON, the annual visit to Bombay of Guy A. W. Schilling (Cotton Division) is a welcome event; here he is with the agricultural officer and staff (l. to r.): Jawhar A. Thadani, agricultural analyst; Robert B. Evans, agricultural officer; Zenobia Boyce, secretary; Guy Schilling, marketing specialist FAS/Wash; and A. Aziz Rahim, chauffeur.

HITHER and YON

Now that the election is over, and the 1964 World Series is history, and Halloween is again behind us, the next distractions to duty are slight premonitory rumblings of Thanksgiving and Christmas. Meanwhile ...

Attache Quentin Bates is author of a U.S. wheat article appearing in this year's de luxe annual Argentine publication, "Anuario del Trigo" (Wheat Yearbook).

Paul Quintus (Paris) attended the Charolais Cattle Association meeting in Vichy.

C.S. (Steve) Stephanides was the featured speaker at Ireland's annual conference of the Farmers' Association. Over 400 farmers gathered in Dublin for the event.

Jerry Kuhl, on a "milk run" in Chile, was honor guest at dedication of the 5th school Milk Bar to be opened in Chilean schools by Dairy Society International in cooperation with FAS. Attache Kuhl says there is demand for additional Milk Bars in schools, hospitals, and public health centers.



SWEET CHARITY

A fashion show staged by the American Womens Club of Lisbon (AWOL) earned the club a tidy \$1,000 in pesetas for use in charitable projects.

Among the models was the club's "Mrs. U.S. Cotton," Maxine Thomasson, wife of Larry Thomasson, agricultural attache.

TENNIS, ANYONE?

Two-time winner of the Embassy's table tennis championship, Manmohan S. Takkar (at right, below) of the New Delhi agricultural attache office, recently added another trophy to his collection.

He is shown here receiving champion's cup in the InterMission (USIS/AID/American Embassy) Table Tennis Tournament. Presenting the cup is William H. Weatherby, public affairs officer and minister-counselor for public affairs, USIS. USIS sponsored the matches.



Russ Strobel answered the call of duty and passed up the opening of the Olympic Games in Tokyo when he came in to FAS/Wash in early October for a week's consultation about Trade Center affairs, including the Center's processed food show planned for next spring.

Don Novotny is back in Wellington after home leave.

Harry Bryan's scheduled arrival in Karachi as assistant attache is around November 10.

Retiree Gordon Schlubatis was a principal speaker at the 18th annual meeting of Dairy Society Int'l in Chicago, where representatives of 17 nations were among the guests.

John Montel (Brussels-USEC) will be spending Thanksgiving and Christmas on home leave in Wilmette, Ill.

THE FAIR SEX

On the distaff side, Rose Mary Bland, secretary in Madrid, is now enjoying home leave in sunny California before heading out in the field again. Her next assignment is London.

Present London secretary, Freda Wiemer, is en route for home leave and then assignment in New Delhi.

MEDICINE HAT NEWS

Our correspondent in Alberta, Canada, reports that Acting Attache Jack McDonald, in cowboy garb, won the hearts of applauding, curbside multitudes as he rode in the lead car of a mile-long parade opening the Medicine Hat Exhibition and Stampede.

(He was the guest of the Director of Canada's Dep't of Agriculture's Livestock Division.)

After the Stampede, Jack visited ranches and range country, stockyards, and cattle shows in the Medicine Hat area and around Calgary and Edmonton. He then dropped off in Rideau to address the Kiwanis Club there and 24 top 4-H Club members from the area.

AT STONE MINES in Chilibulo, Ecuador, Food for Peace Director Richard W. Reuter (center) chats with the president of the Chilibulo community (left) and Carlos Ortega, agricultural attache (right).



THROUGH EL ZONTE

Dick Smith, San Salvador attache, had occasion to use his equestrian talents last month on a field trip through the highland El Zonte region of El Salvador. Most of the area is surveyable only by horseback.

Dick's destination was two haciendas under the jurisdiction of the Rural Colonization Institute (ICR) where land was distributed several years ago to "campesinos" (Indians on the land). Here he was able to see the type of agriculture followed in an area not suitable for production of coffee.



FORDING a river in El Salvador highlands (l. to r.) Attache Dick Smith, Dr. James Schwinden, and Leonard Saccio find the going rather painful after 7 hours on horseback.

CITIZENS ALL

Doug Crawford, Elmer Hallowell, Paul Taggart, Jim Boulware, and Afif Tannous helped put on the 4-H Club Citizenship Short Course sessions held in USDA for 14 weeks this past summer.

A total of 2,430 4-H members, 212 adult leaders, and 119 Extension staff members from 31 States had an opportunity to gain new understandings about the Department of Agriculture through visits to 105 staff members representing all USDA agencies.

Similar sessions will be held during the winter with 4-H program leaders.

Armin Rehling, ex Belgrade and now with Trade Projects Division, is due home November 15 after a 6-week, 'round-the-world trip to 15 countries as member of a 5-man team to evaluate the effectiveness of the market development program for soybeans being carried out by FAS and cooperators. Other team members were industry representatives.

Clarence Purves, director of statistics, is due home from Paris next month (December) after pinch-hitting for 3 months t.d.y. as assistant attache there.

Ivy Duggan is due home from Madrid about November 15 for pre-retirement consultations.

Walt Schreiber says his retirement spot, San Luis Obispo, Calif., beats his onetime post of Paris in many ways--especially in the line of weather.

Sidonia DiCostanzo, Program Operations Division, spent part of her vacation in Rome assisting in the attache office on work involving P.L. 480 shipments to Italy. In off-duty hours she and her daughter Elina, enjoyed visiting her mother and relatives in Rome.

Bob Reed, ex-attache in The Hague, was down from his retirement home in Swarthmore, Pa., recently to participate in E Awards ceremony for Norbest Turkey Growers Association and its general manager, Herbert Beyers, who worked with Bob in opening up the Netherlands to U.S. poultry imports in the late '50's.



HELLO AND GOODBYE. Attache Ed Bell and Mrs. Bell, at left, are welcomed to Pretoria by retiring Attache Bill Edens and Mrs. Edens.

BOLSTER IN ARIZONA

Veteran attache Horace Bolster, who retired last year after service in Tehran and The Hague--and in vital FAS/Wash spots--recommends Tucson as the ideal retirement city.

The Bolsters are now ensconced in a new Arizona home. Horace spent a busy do-it-yourself summer landscaping, installing underground irrigation, and building a shop and garden house. Sounds palatial.

Visitors are welcome at 6391 E. Printer Udell, Tucson, Arizona.

NOTE: As the holiday season approaches and we update our Letter address book, we find among our readers a number of other former attaches. Here they are, with current addresses:

Sherwood O. Berg, Head of Dept. of Agricultural Economics, Univ. of Minnesota, St. Paul 1, Minn.

Chester E. Davis, 2451 Brickell Ave., Miami 36, Fla.

Owen H. Dawson, 3601 Connecticut Ave. N.W., Washington, D.C.

William J. Edens, Box 97, Jacksonville, Ark.

James Kempton, 2110 Jackson St., San Francisco, Calif.

William G. Lodwick, 4000 Massachusetts Ave., Washington, D.C.

Louis G. Michael, 3936 McKinley St. N.W., Washington 5, D.C.

P. K. Norris, 7701 Marbury Road, Bethesda 14, Md.

Robert H. Reed, 29 College Ave., Swarthmore, Pa.

Elmer A. Reese, Apt. 204, 821 Douglas Ave. So., Minneapolis, Minn.

Gordon Schlubatis, Rte. 3, Coldwater, Mich.
Walter Schreiber, 2449 Parkland Terrace, San Luis Obispo, Calif.

Laurell L. Scranton, 3001 Edgehill Drive, Alexandria, Va.

Kenneth Wernimont, Rockefeller Foundation, 49 West 49th St., New York 20, N.Y.

BIG FISH



ATTACHE BILL HATCH and an African aide pose at left with a couple of 45-lb. Nile perch that Bill caught near Lake Rudolph. They were part of a 400-lb. catch made in 5 hours by a party of 4.

FATHER caught some big ones, but son, Bill Hatch, jr. pulled in a bigger one: an 88-lb. perch, largest one hooked by the fishing team headquartered in Nairobi.

BIGGER FISH



MONTY RETIRES

Montell Ogdon, for many years our FAS expert on the British Commonwealth before his transfer to ERS, retired September 15 and has settled at 15 Morning Drive, Franklin, Ind., 46131. Monty will be taking a teaching job at Franklin College next semester.



THE FAS LETTER

To U. S. Agricultural Attache Posts

United States Department of Agriculture
Foreign Agricultural Service
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Send contributions to Audrey Cook,
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SWISS FETE

Print Hudson (Bern) was among 200 guests from the U.S. and all over Europe who gathered at an ultra-modern cigarette factory in the village of Boncourt, northwest Switzerland, to celebrate the 150th anniversary of the Swiss tobacco company, F. J. Burrus.

The tiny country of Switzerland made 16 billion cigarettes in 1963--mostly filters. Blends made, in over 200 brands marketed, are Maryland, American, European, and Oriental --with Maryland share about 50%.



ANOTHER ACRONYM

Webster tells us that an acronym is "a word formed from the initial letter or letters of each of the successive parts of a compound term."

Thus was the first PASA created from a Participating Agency Service Agreement -- and they are getting more plentiful by the day, especially in IADS (International Agricultural Development Service).

A PASA, to the layman, is an agreement between AID (Agency for International Development) and another government agency to carry out one or more projects abroad.

We already have 5 effective, and 2 pending, different AID-USDA PASAs, in which FAS, IADS, ARS, FHA, ERS, AMS, ASCS, FES, or FS are participants. Any questions?

PRINT HUDSON (left) and Ambassador William True Davis, Jr. at tobacco company sesquicentennial in Switzerland.

Our favorite contributors to Foreign Agriculture magazine are the attaches -- who by actual count during the past year supplied 108 pages of special articles.

This material gets widely reprinted, in the trade press, general press, and elsewhere. Recent examples were Hal Norton's article on the Dutch bulb industry and Hugh Robinson's piece on a new Swedish punch-card retail marketing system.

There isn't space to commend all the good contributions, because there have been so many, but the editorial staff particularly has mentioned timely articles and good writing from Joe Dodson (Tokyo), John Ray (Paris), Turner Oyloe (London), Rado Kinzhuber (Rio), Jack McDonald (Ottawa), and Bob Evans (Bombay).

Foreign Agriculture is lucky in its worldwide staff of contributors. No agricultural magazine anywhere in the world has such an array of talent as the attaches represent. The editors say, "Keep 'em coming--stories and pictures, both!"

Philip E. Shapiro, formerly with the Office of the Inspector General, joined FAS in October. As assistant to the administrator, he has responsibility for staff functions involving coordination of FAS-wide action on compliance, investigative, audit, and similar reports.

James Parshall Bullion (Col., U.S. Army, ret'd) has joined Program Operations Division as assistant to Director Dan Tierney. He's a Minnesota alumnus.

BRANDLHOFFER - NICKERSON

Ann Brandlhofer, of New York City, and Alden Nickerson were married September 12 and are now residing at the Americana-Fairfax, Annandale, Va.

Alden was assistant agricultural attache in Santiago about 6 years ago, and is now with the import branch of Operations Analysis Division.

ALL ABOARD IN MANILA



With the September arrival of Walter Stern, assistant agricultural attache, the Manila office is now fully staffed.

In the center (seated) is L.R. Paramore, agricultural attache. Backing him up (l. to r.) are Valentino Alipio, economic clerk; Mildred

E. Watts, secretary; Walter Stern, assistant attache; Ester Dalit, clerk-stenographer; and Conrado Monserrat, economic assistant.

Miss Dalit, incidentally, was recently awarded a 10-Year Length-of-Service certificate and emblem.

STEP RIGHT UP, FOLKS!

Latest attraction our Leopoldville attache, Paul Ferree, has developed to win friends and influence people is a set of dancing puppets he fashions and operates himself at slight provocation.

Success of his show is evidenced in the accompanying picture taken during a visit to farm and village area near Kasangulu, southwest of Leopoldville.

By the time the USIS photographer got his camera sited, a crowd of about a thousand of Paul's young friends had closed in. For the grownups, Paul dispensed his famous corncob pipes--and there was even one for the President of Leopoldville Province, present for the show.



Paul Ferree has an appreciative Congolese audience.

AT U.S. PROCESSED AND SPECIALTY FOODS show in Frankfurt, Germany, trade lounge was stocked with fruit airshipped from Pennsylvania and California. Admiring it are (l. to r.) Henry H. Ford, consul general; Edward A. Gorman, Trade Fairs Division, show director; and Ernest Koenig, acting agricultural attache in Bonn, during Attache Paul Minneman's home leave.



THEY HAD A FIELD DAY. Joe Williams, agricultural officer in Salisbury (left) and Charles Murray, permanent secretary of Southern Rhodesia's Ministry of Agriculture, congratulate Mrs. Z. Ngalana, 1st prize winner of women's activities at the annual field day held for African farmers in the Mtoro Native Purchase Area in Southern Rhodesia.

ATTACHE JOE DODSON presents a basket of lemons (part of 40,000 Sunkist lemons donated by growers) to the Olympic Village. Receiving the basket is Tet-suzo Inumaru, chairman of the Olympic Village Food Service Committee. At far left is Russ Strobel, assistant attache.

